



**Finance and Treasury Board
Office of the Minister**

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PNS#: PNS-75244-H2DOP6

October 8, 2026

Penny Smith
Warden, Municipality of Shelburne
136 Hammond Street
PO Box 280
Shelburne, NS B0T 1W0
Email: warden@municipalityofshelburne.ca

Dear Warden Smith:

RE: Secondary Retail Locations for Nova Scotia Alcohol Producers – Cross-Selling Limits

Thank you for your letter dated September 10, 2026 regarding the Municipality of the District of Shelburne's support for initiatives underway to strengthen local producers.

Your suggestions regarding secondary retail stores and cross-selling limits for Nova Scotia alcohol producers will be considered as we continue to develop the regulatory framework for these initiatives that will expand access to markets while taking into consideration the health and social harms associated with alcohol consumption.

Thank you again for taking the time to share your views.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "John Lohr".

Honourable John Lohr
Minister of Finance and Treasury Board
Minister Responsible for the *Liquor Control Act*

c. Warren MacLeod, Chief Administrative Officer, Municipality of the District of Shelburne



136 Hammond Street, PO Box 280, Shelburne, NS B0T 1W0 • Phone: (902) 875-3544 • Fax: (902) 875-1278

2026-09-10

The Honourable John Lohr

Minister of Finance and Treasury Board
Minister Responsible for the Nova Scotia Liquor Corporation
Minister Responsible for the Liquor Control Act
Province of Nova Scotia
1723 Hollis Street, 7th Floor
Halifax, NS B3J 1V9

Re: Secondary Retail Locations for Nova Scotia Alcohol Producers – Cross-Selling Limits

Dear Minister Lohr:

On behalf of the Municipality of the District of Shelburne, I am writing about the Province's work to allow Nova Scotia wineries, breweries, cideries and distilleries to establish permanent secondary retail locations. We welcome this initiative's potential to support rural economic development and strengthen local producers.

We strongly encourage the government **not to impose a 25% limit on the retail space, inventory or sales that secondary locations may devote to other Nova Scotia producers' products.**

This matters greatly to newer producers such as District 33 Winery in Shelburne County, which is considering a secondary retail location in the Town of Shelburne. Offering a broad selection of other Nova Scotia producers' products could be essential to making an off-site location commercially viable – and would let District 33 Winery showcase the province's broader craft beverage industry to new customers, while other producers introduce District 33 Winery's products to theirs. That reciprocal market access is especially valuable in rural Nova Scotia.

We therefore urge the Province to allow eligible Nova Scotia producers to sell other eligible producers' products at secondary locations without a prescribed percentage ceiling. A restrictive cap would disproportionately harm newer producers, who typically have smaller portfolios and less sales history, potentially locking them out of the very opportunity this initiative is meant to create.

If a ceiling is nevertheless deemed necessary, we ask that it be set substantially higher than 25%, with flexibility for new and growing producers, and that eligibility not rely solely on the previous year's retail sales. We also encourage the Department and the NSLC to include individual producers and municipalities directly in the consultation process, alongside industry associations.

Minister, we respectfully ask that the secondary retail framework:

1. **Permit cross-selling of other eligible Nova Scotia producers' products at secondary retail locations;**
2. **Set no percentage ceiling as the preferred approach;**
3. **If a ceiling is needed, set it substantially above 25%, with flexibility for new and growing producers;**
4. **Not rely solely on prior-year sales when determining cross-selling eligibility; and**
5. **Include individual producers and rural municipalities directly in the consultation process.**

Properly structured, this framework can create a network of locally owned retail outlets that showcase Nova Scotia-made beverages, strengthen rural businesses, and encourage further private-sector investment in our communities.

We appreciate the Province's efforts to modernize the alcohol retail framework and welcome the chance to discuss these recommendations further.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Penny Smith".

Warden Penny Smith